

POWER TO YOUR NEXT STEP

Find your perfect
fit with the IXUS
compact camera
lookbook

Spring/Summer 2014



IXUS

you can

Canon

Complement your life with a **Canon IXUS**

04 IXUS 265 HS

Make an impression
Share your photos on the go with Wi-Fi & NFC

08 IXUS 155

The perfect fit for your lifestyle
Get close: 10x zoom lens and 20x ZoomPlus

14 IXUS 150

Match with your style
Intelligent IS for sharp photos and movies

18 IXUS 145

Stand out from the crowd
Beautiful shots with one simple click
using Smart Auto

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Get the accessories

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26 4 Styles 1 City - Behind the scenes

[4 Styles 1 City]

Get behind the scenes
on the fashion shoot
for this lookbook.
See more on page

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08



04



14



18

CAMERA | IXUS 265 HS

COLOUR | PURPLE



IXUS
265 HS

Make an
impression

Get great quality images and the power
to share them with enhanced connectivity.



[GET ELLIE'S LOOK]

Statement necklace
Puff ball dresses
Chain handbags
Blazer
Stilettos

CAMERA | IXUS 265 HS

COLOUR | PURPLE

Share your photos on the go

Use Wi-Fi and NFC to connect the camera to your smartphone for easy online sharing and backup.



IXUS 265 HS

Key features

- Take the next step with Canon quality & 16 MP HS System
- Get closer than ever with 12x zoom & 24x ZoomPlus
- Connect and share from your smartphone with Wi-Fi & NFC
- No more shaky photos or videos with Intelligent IS
- Effortlessly create unique images with Creative Shot

16
MEGAPIXELS

HS
SYSTEM

12x
OPTICAL ZOOM

24x
ZOOMPLUS

INTELLIGENT
IS

FULL
HD

Wi-Fi

NFC

Wi-Fi



NFC Connection



CAMERA | IXUS 155

COLOUR | BLACK

The perfect fit for **your lifestyle**

The stylish IXUS 155 captures every detail no matter how far away, with 20 Megapixels and 10x ultra-wide optical zoom.



IXUS 155

[GET JACK'S LOOK]

- Brogues
- Rolled up jeans
- Beanie hats
- Statement watch
- Checked patterns

CAMERA | IXUS 155

COLOUR | BLACK

Go ultra-wide or get close

Shoot great group shots with the 24mm ultra-wide angle lens that lets you fit more in the frame. The 10x optical zoom and 20x ZoomPlus get you closer to the things you love with no loss of quality.

10x OPTICAL ZOOM LENS

The powerful lens helps you frame even faraway subjects with ease



20
MEGAPIXELS

DIGIC
4+

10x
OPTICAL ZOOM

20x
ZOOMPLUS

INTELLIGENT
IS

HD
MOVIES

FACE
DETECTION

32 SCENE
SMART AUTO

IXUS 155

Key features

- Get every detail with this powerful and slim IXUS
- Capture fine detail and crop further with 20 Megapixels
- Go ultra-wide or get close: 10x zoom lens and 20x ZoomPlus
- No more shaky photos or videos with Intelligent IS
- Beautiful shots with one simple click using Smart Auto



CAMERA | IXUS 150

COLOUR | RED



IXUS 150

Match with
your style

Slim and stylish IXUS gives you sharp results
in any situation with Intelligent IS.

[GET ZARA'S LOOK]

Leopard print
Denim jacket
Nail art
Leather trousers
Chunky jewellery

CAMERA | IXUS 150

COLOUR | RED

Show off your style in **stunning detail**

With advanced Intelligent IS, your photos and videos will be sharp and detailed whatever the subject – even at full zoom, in low light or on the move. It automatically adjusts the optical Image Stabilizer to the scene using 8 different modes to counteract camera shake and prevent blur.

Image Stabilizer

Get pin-sharp photos of your subject, even in low light, no matter how close or far

IXUS 150

Key features

- Focus on style with this slim, easy to use IXUS
- Capture fine detail and crop further with 16 Megapixels
- Get close with 8x optical zoom and 16x ZoomPlus
- No more shaky photos or videos with Intelligent IS
- Beautiful shots with one simple click using Smart Auto



16
MEGAPIXELS

DIGIC
4+

8x
OPTICAL ZOOM

16x
ZOOMPLUS

INTELLIGENT
IS

HD
MOVIES

FACE
DETECTION

32 SCENE
SMART AUTO

CAMERA | IXUS 145

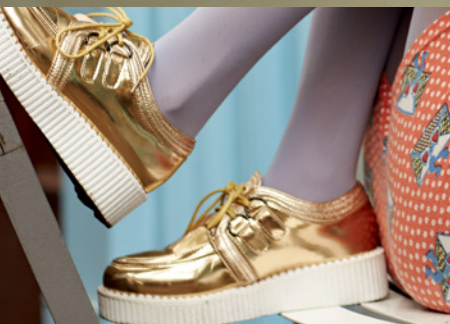
COLOUR | SILVER



IXUS 145

Stand out from the crowd

Simple and attractive shooting in superb style with Smart Auto for those wanting quality with ease.



[GET JACKIE'S LOOK]

Bold colours
Patterned dresses
Statement sunglasses
Textured clothing

CAMERA | IXUS 145

COLOUR | SILVER

Beautiful shots with one simple click

Anyone can effortlessly shoot high quality photos or movies with Smart Auto, which detects the scene and automatically selects the right settings from 32 variables.



IXUS 145

Key features

- Focus on the style with a slim, easy to use IXUS
- Capture fine detail and crop further with 16 Megapixels
- Get close with 8x optical zoom and 16x ZoomPlus
- Beautiful shots with one simple click using Smart Auto
- Easy viewing and sharing with 6.8 cm (2.7") LCD

16
MEGAPIXELS

DIGIC
4+

8x
OPTICAL ZOOM

16x
ZOOMPLUS

ENERGY SAVING
ECO MODE

HD
MOVIES

FACE
DETECTION

32 SCENE
SMART AUTO





Get the **look** Get the **accessories**

Canon has a great range of protective cases and other accessories for its award-winning digital compact cameras.

[GET THE CASE]

Protect your compact camera from dust and scratches with stylish softcases.



Softcase
DCC-1320 available
for IXUS 155, IXUS 150
and IXUS 145



Softcase
DCC-1350 available
for IXUS 265 HS, IXUS
150 and IXUS 145



Softcase
DCC-1370 available for
IXUS 265 HS, IXUS 155,
IXUS 150 and IXUS 145

Flash HF-DC2



[GET THE FLASH]

An external flash can add a new dimension to your pictures. Use this High Power Flash to give extra light to your shots.

Battery NB-11LH



















[GET THE POWER]

Extra batteries, battery chargers and AC adapter kits let you shoot photos and movies for longer.

Product Overview



Colour Variations	   	   	 	   
HS System				
Resolution/ Sensor	16.0 MP / CMOS	20 MP / CCD	16 MP / CCD	16 MP / CCD
Processor	DIGIC 4+	DIGIC 4+	DIGIC 4+	DIGIC 4+
Max. Aperture	f/3.6	f/3.0	f/3.2	f/3.2
Zoom (35mm equivalent)	25 – 300 mm 12x Optical 24x ZoomPlus	24 – 240 mm 10x Optical 20x ZoomPlus	28 – 224 mm 8x Optical 16x ZoomPlus	28 – 224 mm 8x Optical 16x ZoomPlus
Optical Image Stabilizer	Lens shift-type Intelligent IS	Lens shift-type Intelligent IS	Lens shift-type Intelligent IS	
Max. ISO Value	3200	1600	1600	1600
Screen	7.5 cm (3.0") (approx. 461k dots) PureColor II G	6.8 cm (2.7") (approx. 230k dots) TFT	6.8 cm (2.7") (approx. 230k dots) TFT	6.8 cm (2.7") (approx. 230k dots) TFT
HD Movie (max spec)	Full HD (1080p, 30 fps)	HD (720p, 25 fps)	HD (720p, 25 fps)	HD (720p, 25 fps)
HDMI	HDMI-CEC compatible			
Wi-Fi & NFC				
Battery Type	Li-ion NB-11LH	Li-ion NB-11LH	Li-ion NB-11L	Li-ion NB-11LH
Weight (incl. battery and card)	Approx. 147 g	Approx. 142 g	Approx. 130 g	Approx. 127 g
Size (L x H x W)	99.7 x 57.6 x 22.4 mm	95.3 x 56.8 x 23.7 mm	95.2 x 54.3 x 22.1 mm	95.2 x 54.3 x 22.1 mm
Special Features	GPS via Mobile			

The arrow helps you instantly identify a step up feature.
All specifications are accurate at the time of going to print. Canon reserves the right to alter these specifications without notice. For full specifications please refer to canon.co.uk
canon.ie



See the full digital compacts collection

Head to
canon.co.uk/compactcameras
canon.ie/compactcameras
to see the whole of our digital compact range and find the perfect Canon camera to suit your lifestyle.





JACKIE "THE CONTEMPORARY GIRL"



ELLIE "THE GLAM GIRL"



4 STYLES 1 CITY

Goodge and Charlotte St, London

Behind the scenes & on set *with Canon*

Ever wanted to see behind the scenes at a fashion shoot? Now's your chance. Watch our behind the scenes video at canon.co.uk/IXUS canon.ie/IXUS and see our hottest 'looks', made up of pieces handpicked by our team of stylists!

Creating the look

We created four distinct outfits that represent global street styles we love. How about re-creating your favourite look? With key wardrobe pieces, try mixing and matching to add your own personal twist.



ZARA "THE EDGY GIRL"

JACK "THE CASUAL GUY"





IXUS

IXUS

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